GOVERNMENTAL AND REGULATORY ASPECTS

17. Market Share Liability: A New Doctrine of Causation in Product Liability ..... *Mary Jane Sheffet*
Vol. 47, No. 1, Winter 1983, pp. 35–43

18. The Diffusion of Trade Association Advertising Self-regulation ..... *Priscilla A. LaBarbera*
Vol. 47, No. 1, Winter 1983, pp. 58–67

19. The Marketing of Consumer Information ..... *Noel Capon and Richard J. Lutz*
Vol. 47, No. 3, Summer 1983, pp. 108–112

20. A Comment on Capon and Lutz's Model and Methodology for the Development ..... *Dan Sarel*
of Consumer Information Programs
Vol. 47, No. 3, Summer 1983, pp. 103–107

21. Regional-Spatial Analysis in Marketing ..... *E. T. Grether*
Vol. 47, No. 4, Fall 1983, pp. 36–43

HISTORY AND TRENDS

22. Advertising Substantiation and Advertiser Response: ..... *John S. Healey and Harold H. Kassarjian*
A Content Analysis of Magazine Advertisements
Vol. 47, No. 1, Winter 1983, pp. 107–117

23. General Theories and the Fundamental Explananda of Marketing ..... *Shelby D. Hunt*
Vol. 47, No. 4, Fall 1983, pp. 9–17

MARKETING CHANNELS

24. Formulating Push Marketing Strategies: A Method and Application ..... *Michael Levy, John Webster,*
Vol. 47, No. 1, Winter 1983, pp. 25–34 *and Roger A. Kerin*

25. The Impact of Channel Leadership Behavior on Intrachannel Conflict ..... *Patrick L. Schul, William M. Pride,*
Vol. 47, No. 3, Summer 1983, pp. 21–34 *and Taylor L. Little*

26. Distributor Portfolio Analysis and the Channel Dependence Matrix: ..... *Peter R. Dickson*
New Techniques for Understanding and Managing the Channel
Vol. 47, No. 3, Summer 1983, pp. 35–44

27. Interorganizational Exchange Behavior in Marketing Channels: A Broadened Perspective ..... *Gary L. Frazier*
Vol. 47, No. 4, Fall 1983, pp. 68–78

28. Regional-Spatial Analysis in Marketing ..... *E. T. Grether*
Vol. 47, No. 4, Fall 1983, pp. 36–43

29. The Environment of Marketing Channel Dyads: ..... *Ravi Singh Achrol,*
A Framework for Comparative Analysis *Torger Reve, and Louis W. Stern*
Vol. 47, No. 4, Fall 1983, pp. 55–67

30. The Political Economy Paradigm: Foundation for Theory Building in Marketing..... *Johan Arndt*
Vol. 47, No. 4, Fall 1983, pp. 44–54

MARKETING IN SERVICE ORGANIZATIONS

31. The Impact of Channel Leadership Behavior on Intrachannel Conflict ..... *Patrick L. Schul, William M. Pride,*
Vol. 47, No. 3, Summer 1983, pp. 21–34 *and Taylor L. Little*

32. Consumers' Prior Experiences and Perceptions in Auto Repair Choice ..... *Gabriel J. Biehal*
Vol. 47, No. 3, Summer 1983, pp. 82–91

33. Classifying Services to Gain Strategic Marketing Insights ..... *Christopher H. Lovelock*
Vol. 47, No. 3, Summer 1983, pp. 9–20

MARKETING MANAGEMENT

34. Formulating Push Marketing Strategies: A Method and Application ..... *Michael Levy, John Webster,*
Vol. 47, No. 1, Winter 1983, pp. 25–34 *and Roger A. Kerin*

35. Consumer Complaints and Managerial Response: A Holistic Approach ..... *Alan J. Resnik and Robert R. Harmon*
Vol. 47, No. 1, Winter 1983, pp. 86–97

36. The Anatomy of Competition ..... *Bruce D. Henderson*
Vol. 47, No. 2, Spring 1983, pp. 7–11

37. Marketing Strategy: New Directions for Theory and Research ..... *Yoram Wind and Thomas S. Robertson*
Vol. 47, No. 2, Spring 1983, pp. 12–25

38. Product Quality, Cost Position and Business Performance: ..... *Lynn W. Phillips, Dae R. Chang, and Robert D. Buzzell*
A Test of Some Key Hypotheses
Vol. 47, No. 2, Spring 1983, pp. 26–43

39. Diagnosing the Experience Curve ..... *George S. Day and David B. Montgomery*
Vol. 47, No. 2, Spring 1983, pp. 44–58

40. Business Definition and Performance ..... *Gary L. Frazier and Roy D. Howell*
Vol. 47, No. 2, Spring 1983, pp. 59–67

41. Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
Vol. 47, No. 2, Spring 1983, pp. 68–75

42. An Empirical Comparison of Standardized Portfolio Models ..... *Yoram Wind, Vijay Mahajan, and Donald J. Swire*
Vol. 47, No. 2, Spring 1983, pp. 89–99

43. A Margin-Return Model for Strategic Market Planning ..... *Jagdish N. Sheth and Gary L. Frazier*
Vol. 47, No. 2, Spring 1983, pp. 100–109

44. Applying Financial Portfolio Theory to Product Portfolio Decisions: An Empirical Study ..... *Richard N. Cardozo and David K. Smith, Jr.*
Vol. 47, No. 2, Spring 1983, pp. 110–119

45. Aesthetics, Ideologies, and the Limits of the Marketing Concept ..... *Elizabeth C. Hirschman*
Vol. 47, No. 3, Summer 1983, pp. 45–55

46. Distributor Portfolio Analysis and the Channel Dependence Matrix: ..... *Peter R. Dickson*
New Techniques for Understanding and Managing the Channel
Vol. 47, No. 3, Summer 1983, pp. 35–44

47. Strategic Marketing Planning by Product Managers—Room for Improvement? ..... *Thomas J. Cossé and John E. Swan*
Vol. 47, No. 3, Summer 1983, pp. 92–102

48. Interorganizational Exchange Behavior in Marketing Channels: A Broadened Perspective ..... *Gary L. Frazier*
Vol. 47, No. 4, Fall 1983, pp. 68–78

49. Marketing Theory with a Strategic Orientation ..... *George S. Day and Robin Wensley*
Vol. 47, No. 4, Fall 1983, pp. 79–89

MARKETING RESEARCH

50. Using a Natural Experiment to Estimate Price Elasticity: ..... *Scott A. Neslin and Robert W. Shoemaker*
The 1974 Sugar Shortage and the Ready-to-eat Cereal Market
Vol. 47, No. 1, Winter 1983, pp. 44–57

51. Sampling Issues in Trade Area Maps Drawn from Shopper Surveys ..... *Edward Blair*
Vol. 47, No. 1, Winter 1983, pp. 98–106

52. Unit Pricing Ten Years Later: A Replication ..... *David A. Aaker and Gary T. Ford*
Vol. 47, No. 1, Winter 1983, pp. 118–122

53. Aesthetics, Ideologies, and the Limits of the Marketing Concept ..... *Elizabeth C. Hirschman*
Vol. 47, No. 3, Summer 1983, pp. 45–55

54. "Paradigms Lost": On Theory and Method in Research in Marketing ..... *Rohit Deshpande*
Vol. 47, No. 4, Fall 1983, pp. 101–110

MARKETING THEORY

55. Product Quality, Cost Position and Business Performance: ..... *Lynn W. Phillips, Dae R. Chang, and Robert D. Buzzell*
A Test of Some Key Hypotheses
Vol. 47, No. 2, Spring 1983, pp. 26–43

56. Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
Vol. 47, No. 2, Spring 1983, pp. 68–75

57. Aesthetics, Ideologies, and the Limits of the Marketing Concept ..... *Elizabeth C. Hirschman*
Vol. 47, No. 3, Summer 1983, pp. 45–55

58. Classifying Services to Gain Strategic Marketing Insights ..... *Christopher H. Lovelock*
Vol. 47, No. 3, Summer 1983, pp. 9–20

59. Distributor Portfolio Analysis and the Channel Dependence Matrix: ..... *Peter R. Dickson*
New Techniques for Understanding and Managing the Channel
Vol. 47, No. 3, Summer 1983, pp. 35–44

60. "Paradigms Lost": On Theory and Method in Research in Marketing ..... *Rohit Deshpande*
Vol. 47, No. 4, Fall 1983, pp. 101–110

61. Interorganizational Exchange Behavior in Marketing Channels: A Broadened Perspective ..... *Gary L. Frazier*
Vol. 47, No. 4, Fall 1983, pp. 68–78

62. Regional-Spatial Analysis in Marketing ..... *E. T. Grether*
Vol. 47, No. 4, Fall 1983, pp. 36–43

63. Marketing Theory of the Firm ..... *John A. Howard*
Vol. 47, No. 4, Fall 1983, pp. 90–100

64. The Environment of Marketing Channel Dyads: A Framework for Comparative Analysis ..... *Ravi Singh Achrol, Torger Reve, and Louis W. Stern*
Vol. 47, No. 4, Fall 1983, pp. 55–67

65. Marketing, Scientific Progress, and Scientific Method ..... *Paul F. Anderson*
Vol. 47, No. 4, Fall 1983 pp. 18–31

66. General Theories and the Fundamental Explananda of Marketing ..... *Shelby D. Hunt*
Vol. 47, No. 4, Fall 1983, pp. 9–17

67. Is Marketing Defaulting Its Responsibilities? ..... *Robert Bartels*
Vol. 47, No. 4, Fall 1983, pp. 32–35

68. The Political Economy Paradigm: Foundation for Theory Building in Marketing ..... *Johan Arndt*
Vol. 47, No. 4, Fall 1983, pp. 44–54

69. Marketing Theory with a Strategic Orientation ..... *George S. Day and Robin Wensley*
Vol. 47, No. 4, Fall 1983, pp. 79–89

70. Is Science Marketing? ..... *J. Paul Peter and Jerry C. Olson*
Vol. 47, No. 4, Fall 1983, pp. 111–125

NEW PRODUCTS

71. New Product Models for Test Market Data ..... *Chakravarthi Narasimhan and Subrata K. Sen*
Vol. 47, No. 1, Winter 1983, pp. 11–24

PLANNING/STRATEGY

72. Marketing Strategy: New Directions for Theory and Research ..... *Yoram Wind and Thomas S. Robertson*
Vol. 47, No. 2, Spring 1983, pp. 12–25

73. Product Quality, Cost Position and Business Performance: A Test of Some Key Hypotheses ..... *Lynn W. Phillips, Dae R. Chang, and Robert D. Buzzell*
Vol. 47, No. 2, Spring 1983, pp. 26–43

74. Diagnosing the Experience Curve ..... *George S. Day and David B. Montgomery*
Vol. 47, No. 2, Spring 1983, pp. 44–58

75. Business Definition and Performance ..... *Gary L. Frazier and Roy D. Howell*
Vol. 47, No. 2, Spring 1983, pp. 59–67

76. Marketing Strategy and Differential Advantage ..... *Victor J. Cook, Jr.*
Vol. 47, No. 2, Spring 1983, pp. 68–75

77. A Market Selection Model for Multiple End-Use Products ..... *Andris A. Zoltners and Joe A. Dodson*
Vol. 47, No. 2, Spring 1983, pp. 76–88

78. An Empirical Comparison of Standardized Portfolio Models ..... *Yoram Wind, Vijay Mahajan, and Donald J. Swire*
Vol. 47, No. 2, Spring 1983, pp. 89–99

79. A Margin-Return Model for Strategic Market Planning ..... *Jagdish N. Sheth and Gary L. Frazier*
Vol. 47, No. 2, Spring 1983, pp. 100–109

80. Applying Financial Portfolio Theory to Product Portfolio Decisions: An Empirical Study ..... *Richard N. Cardozo and David K. Smith, Jr.*
Vol. 47, No. 2, Spring 1983, pp. 110–119

81. Classifying Services to Gain Strategic Marketing Insights ..... *Christopher H. Lovelock*
Vol. 47, No. 3, Summer 1983, pp. 9–20

82. Formulating Retail Location Strategy in a Changing Environment ..... *Avijit Ghosh and Samuel Craig*
Vol. 47, No. 3, Summer 1983, pp. 56–68

83. Strategic Marketing Planning by Product Managers—Room for Improvement? ..... *Thomas J. Cossé and John E. Swan*
Vol. 47, No. 3, Summer 1983, pp. 92–102

84. Marketing Theory of the Firm ..... *John A. Howard*
Vol. 47, No. 4, Fall 1983, pp. 90–100

85. Marketing Theory with a Strategic Orientation ..... *George S. Day and Robin Wensley*
Vol. 47, No. 4, Fall 1983, pp. 79–89

PORTFOLIO ANALYSIS AND STRATEGY

86. Marketing Strategy: New Directions for Theory and Research ..... *Yoram Wind and Thomas E. Robertson*
Vol. 47, No. 2, Spring 1983, pp. 12–25

PRICING

87. Using a Natural Experiment to Estimate Price Elasticity: ..... *Scott A. Neslin and Robert W. Shoemaker*
The 1974 Sugar Shortage and the Ready-to-eat Cereal Market
Vol. 47, No. 1, Winter 1983, pp. 44–57

88. Unit Pricing Ten Years Later: A Replication ..... *David A. Aaker and Gary T. Ford*
Vol. 47, No. 1, Winter 1983, pp. 118–122

89. Diagnosing the Experience Curve ..... *George S. Day and David B. Montgomery*
Vol. 47, No. 2, Spring 1983, pp. 44–58

PRODUCT MANAGEMENT

90. New Product Models for Test Market Data ..... *Chakravarthi Narasimhan and Subrata K. Sen*
Vol. 47, No. 1, Winter 1983, pp. 11–24

91. Using a Natural Experiment to Estimate Price Elasticity: ..... *Scott A. Neslin and Robert W. Shoemaker*
The 1974 Sugar Shortage and the Ready-to-eat Cereal Market
Vol. 47, No. 1, Winter 1983, pp. 44–57

92. Applying Financial Portfolio Theory to Product Portfolio Decisions: ..... *Richard N. Cardozo*
An Empirical Study ..... *and David K. Smith, Jr.*
Vol. 47, No. 2, Spring 1983, pp. 110–119

93. Strategic Marketing Planning by Product Managers—Room for Improvement? ..... *Thomas J. Cossé*
Vol. 47, No. 3, Summer 1983, pp. 92–102 *and John E. Swan*

RETAILING

94. Sampling Issues in Trade Area Maps Drawn from Shopper Surveys ..... *Edward Blair*
Vol. 47, No. 1, Winter 1983, pp. 98–106

95. Formulating Retail Location Strategy in a Changing Environment ..... *Avijit Ghosh and Samuel Craig*
Vol. 47, No. 3, Summer 1983, pp. 56–68

SECTIONS

96. Awards Announcements
Vol. 47, No. 3, Summer 1983, p. 7

97. Book Reviews ..... *Stanley C. Hollander, Editor*
Vol. 47, No. 1, Winter 1983, pp. 145–49; Vol. 47, No. 2, Spring 1983, pp. 137–38; Vol. 47, No. 3, Summer 1983, pp. 135–36; Vol. 47, No. 4, Fall 1983, pp. 145–147

98. From the Editor ..... *William H. Cunningham*
Vol. 47, No. 1, Winter 1983, pp. 9–10; Vol. 47, No. 2, Spring 1983, pp. 5–6; Vol. 47, No. 3, Summer 1983, pp. 5–6; Vol. 47, No. 4, Fall 1983, pp. 7–8

99. Legal Developments in Marketing ..... *Ray O. Werner, Editor*
Vol. 47, No. 1, Winter 1983, pp. 123–32; Vol. 47, No. 2, Spring 1983, pp. 120–28; Vol. 47, No. 3, Summer 1983, pp. 113–21; Vol. 47, No. 4, Fall 1983, pp. 126–135

100. Marketing Abstracts ..... *Walter Gross, Editor*
Vol. 47, No. 1, Winter 1983, pp. 133–44; Vol. 47, No. 2, Spring 1983, pp. 129–36; Vol. 47, No. 3, Summer 1983, pp. 122–34; Vol. 47, No. 4, Fall 1983, pp. 136–144

SOCIAL ASPECTS OF MARKETING

101. The Diffusion of Trade Association Advertising Self-regulation ..... *Priscilla A. LaBarbera*
Vol. 47, No. 1, Winter 1983, pp. 58–67

102. Marketing, Scientific Progress, and Scientific Method ..... *Paul F. Anderson*
Vol. 47, No. 4, Fall 1983, pp. 18–31

AUTHOR INDEX

	Item Number
Aaker, David A.	15, 52, 88
Achrol, Ravi Singh	29, 64
Alwitt, Linda F.	2, 6
Anderson, Paul F.	65, 102
Arndt, Johan	30, 68
Bartels, Robert	67
Biehal, Gabriel J.	10, 32
Blair, Edward	51, 94
Bloch, Peter H.	9
Buzzell, Robert D.	38, 55, 73
Capon, Noel	7, 19
Cardozo, Richard N.	44, 80, 92
Chang, Dae R.	38, 55, 73
Cook, Victor J., Jr.	41, 56, 76
Cossé, Thomas J.	47, 83, 93
Craig, Samuel	82, 95
Day, George S.	39, 49, 69, 74, 85, 89
Deshpande, Rohit	54, 60
Dickson, Peter R.	26, 46, 59
Dodson, Joe A.	77
Ford, Gary T.	15, 52, 88
Frazier, Gary L.	27, 40, 43, 48, 61, 75, 79
Ghosh, Avijit	82, 95
Green, Leila	3, 6
Grether, E. T.	21, 28, 62
Harmon, Robert R.	13, 35
Healey, John S.	4, 14, 22
Henderson, Bruce D.	36
Hirschman, Elizabeth C.	45, 53, 57
Howard, John A.	11, 63, 84
Howell, Roy D.	40, 75
Hunt, Shelby D.	23, 66
Kassarjian, Harold H.	4, 14, 22
Kerin, Roger A.	24, 34
LaBarbera, Priscilla A.	1, 18, 101
Levy, Michael	24, 34
Little, Taylor L.	25, 31
Lovelock, Christopher H.	33, 58, 81
Lutz, Richard J.	7, 19
Mahajan, Vijay	42, 78
McCarthy, Kathleen E.	2, 6
Montgomery, David B.	39, 74, 89
Narasimhan, Chakravarthi	16, 71, 90
Neslin, Scott A.	50, 87, 91
Olson, Jerry C.	70
Peter, J. Paul	70
Phillips, Lynn W.	38, 55, 73
Pride, William M.	25, 31
Resnik, Alan J.	13, 35
Reve, Torger	29, 64
Richins, Marsha L.	5, 9, 12
Robertson, Thomas S.	37, 72, 86
Sarel, Dan	8, 20
Schlinger, Mary Jane Rawlins	2, 6
Schul, Patrick L.	25, 31
Sen, Subrata K.	16, 71, 90
Sheffet, Mary Jane	17
Sheth, Jagdish N.	43, 79
Shoemaker, Robert W.	50, 87, 91
Smith, David K., Jr.	44, 80, 92
Stern, Louis W.	29, 64
Swan, John E.	47, 83, 93
Swire, Donald J.	42, 78
Webster, John	24, 34
Wensley, Robin	49, 69, 85
Wind, Yoram	37, 42, 72, 78, 86
Zoltners, Andris A.	77